GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA

UNSTARRED QUESTION NO:4444
ANSWERED ON:20.08.2010
TOBACCO PRODUCTS
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Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether the Government has started some schemes/campaigns to deter the use of tobacco products;

(b) if so, the details thereof alongwith the percentage decline in consumption of tobacco products noticed during the last three years, State-wise;

(c) the effects of censoring of smoking and other tobacco products in media on reducing the consumption of tobacco in the country; and

(d) the details of steps taken by the Government to check surrogate advertising and brand promotion activities by tobacco industry?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF HEALTH & FAMILY WELFARE (SHRI GHULAM NABI AZAD)

(a) &(b) The Government of India has launched the National Tobacco Control Programme (NTCP) in 42 districts of 21 states in the country to facilitate the implementation of the tobacco control laws and create awareness about the harmful effects of tobacco use. The programme envisages-

National level

i. Public awareness/mass media campaigns for awareness building & for behavioral change.

ii. Establishment of tobacco product testing laboratories, to build regulatory capacity, as required under COTPA, 2003.

iii.Mainstreaming the program components as a part of the health delivery mechanism under the NRHM framework.

iv. Mainstream Research & Training − on alternate crops and livelihoods with other nodal Ministries.

v. Monitoring and Evaluation including surveillance e.g. Adult Tobacco Survey.

State level

i. Dedicated tobacco control cells for effective implementation and monitoring of Anti Tobacco Initiatives.

C. District level

i. Training of health and social workers, NGOs, school teachers etc.

ii. Local IEC activities.

iii. School Programme

iv. Provision of tobacco cessation facilities.

No specific data is available with regard to decline in tobacco consumption.

(c) & (d) Available national data as per the NFHS-3 survey indicates that the prevalence of tobacco use in the age group 15-49 years was found to be 57% in males and 10.8% in females.

Section 5 of the "The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, (COTPA), 2003" prohibits any district or indirect advertisement, promotion or sponsorship of tobacco products.

Government of India has re-constituted the Steering Committee vide GSR No. 489 (E) dated 9th June, 2010 to take suo moto

cognizance of specific instances of violations under section 5 of the COTPA, 2003. Legal notices have been issued to tobacco companies for reported violations in this regard.

Inter Ministerial Task Force involving various stakeholder ministries and departments has been reconstituted for multi-sector coordination.